

ORDER



Orders
Order / Rev: 725645
Alt Order #: 06399288
Product Desc: ROMNEY FOR PRESIDENT
Estimate: 373
Flight Dates: 10/31/12 - 11/06/12
Original Date / Rev: 10/29/12 / 11/01/12
Order Type: Political

WFMY-TV
Primary AE: Nick Welte
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: American Rambler Productions/ POL
Buying Contact:
Billing Contact:
 138 Conant Street
 Beverly, MA 01915

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Romney, M/ R / President
Demographic: A35+
Product Codes: PL-Presidential
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	61	\$17,665.00	\$15,015.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	61	\$17,665.00	\$15,015.25	0.00
Totals	61	\$17,665.00	\$15,015.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Nick Welte			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WFMY	11/05/12	11/06/12	M-F 6-8a Good Morning Show	CM	6-8a	11-----	:30	2	\$130.00	P-3	0.00	NM	2	\$260.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	11-----	2		\$130.00		0.00						
E 2	WFMY	10/31/12	11/02/12	M-F 6-8a Good Morning Show	CM	6-8a	--111--	:30	3	\$130.00	P-3	0.00	NM	3	\$390.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--111--	3		\$130.00		0.00						
E 3	WFMY	11/05/12	11/06/12	CBS This Morning CBS This Morning	CM	8-10a	11-----	:30	2	\$100.00	P-2	0.00	NM	2	\$200.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	11-----	2		\$100.00		0.00						
E 4	WFMY	10/31/12	11/02/12	CBS This Morning CBS This Morning	CM	8-10a	--111--	:30	3	\$60.00	P-3	0.00	NM	3	\$180.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--111--	3		\$60.00		0.00						
E 5	WFMY	10/31/12	11/02/12	M-F 10-11a 10-11a	CM	10-11a	--111--	:30	3	\$75.00	P-3	0.00	NM	3	\$225.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--111--	3		\$75.00		0.00						

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E 5	WFMY	10/31/12	11/02/12	M-F 10-11a 10-11a	CM	10-11a	-- 111--	:30	3	\$75.00	P-3	0.00	NM	3	\$225.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-- 111--	3		\$75.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	WFMY	11/02/12-11/02/12		M-F 10-11a		10-11a	(10:00 AM-10:29-----F----	:30		\$75.00		0.00	NM		
3	WFMY	11/01/12-11/01/12		M-F 10-11a		10-11a	(10:00 AM-10:29---Th-----	:30		\$75.00		0.00	NM		
E 6	WFMY	11/05/12	11/06/12	M-F 10-11a 10-11a	CM	10-11a	11-----	:30	2	\$75.00	P-3	0.00	NM	2	\$150.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	11-----	2		\$75.00		0.00						
E 7	WFMY	11/05/12	11/06/12	Price Is Right Price Is Right	CM	11a-12p	11-----	:30	2	\$400.00	P-1	0.00	NM	2	\$800.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	11-----	2		\$400.00		0.00						
E 8	WFMY	10/31/12	11/01/12	Price Is Right Price Is Right	CM	11a-12p	-- 11---	:30	2	\$225.00	P-2	0.00	NM	2	\$450.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-- 11---	2		\$225.00		0.00						
E 9	WFMY	11/05/12	11/06/12	News2 at Noon News2 at Noon	CM	12-1230p	11-----	:30	2	\$350.00	P-1	0.00	NM	2	\$700.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	11-----	2		\$350.00		0.00						
E 10	WFMY	10/31/12	11/01/12	News2 at Noon News2 at Noon	CM	12-1230p	-- 11---	:30	2	\$200.00	P-2	0.00	NM	2	\$400.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-- 11---	2		\$200.00		0.00						
E 11	WFMY	10/31/12	11/01/12	M-F 2-3p The Talk	CM	2-3p	-- 11---	:30	2	\$150.00	P-2	0.00	NM	2	\$300.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-- 11---	2		\$150.00		0.00						
E 12	WFMY	11/05/12	11/06/12	M-F 2-3p The Talk	CM	2-3p	11-----	:30	2	\$150.00	P-2	0.00	NM	2	\$300.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	11-----	2		\$150.00		0.00						
E 13	WFMY	11/05/12	11/05/12	News 2 at 5 News 2 at 5	CM	5-530p	M-----	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	2		\$350.00		0.00						
E 14	WFMY	10/31/12	11/02/12	News 2 at 5 News 2 at 5	CM	5-530p	-- 111--	:30	3	\$225.00	P-3	0.00	NM	3	\$675.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-- 111--	3		\$225.00		0.00						
E 15	WFMY	10/31/12	11/01/12	530-6p Andy Griffith Andy Griffith	CM	530-6p	-- 11---	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-- 11---	2		\$350.00		0.00						
E 16	WFMY	11/05/12	11/05/12	530-6p Andy Griffith Andy Griffith	CM	530-6p	M-----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						

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E 16	WFMY	11/05/12	11/05/12	530-6p Andy Griffith Andy Griffith	CM	530-6p	M-----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	11/05/12	11/11/12	M-----		1			\$350.00	0.00					
E 17	WFMY	10/31/12	11/02/12	News 2 at 6 News 2 at 6	CM	6-630p	--111--	:30	3	\$525.00	P-2	0.00	NM	3	\$1,575.00
	1X MAX/DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/29/12	11/04/12	--111--		3			\$525.00	0.00					
E 18	WFMY	11/05/12	11/05/12	News 2 at 6 News 2 at 6	CM	6-630p	M-----	:30	2	\$525.00	P-2	0.00	NM	2	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	11/05/12	11/11/12	M-----		2			\$525.00	0.00					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
	2	WFMY	11/05/12-11/11/12	News 2 at 6		6-630p	M-----	:30	(\$525.00)	0.00	NM				
	See MG 18.3														
	3	WFMY	11/02/12-11/02/12	News 2 at 6		6-630p	-----F----	:30	\$525.00	0.00	NM				
	Ⓜ MG for 18.2 11/05														
E 19	WFMY	10/31/12	11/02/12	PA (M-F) Wheel/Jopardy	CM	7-8p	--111--	:30	3	\$550.00	P-2	0.00	NM	3	\$1,650.00
	1X MAX/DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/29/12	11/04/12	--111--		3			\$550.00	0.00					
E 20	WFMY	11/05/12	11/05/12	PA (M-F) Wheel/Jopardy	CM	7-8p	M-----	:30	2	\$800.00	P-1	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	11/05/12	11/11/12	M-----		2			\$800.00	0.00					
E 21	WFMY	10/31/12	11/02/12	News 2 at 11 News 2 at 11	CM	11-1135p	--111--	:30	3	\$350.00	P-3	0.00	NM	3	\$1,050.00
	1X MAX/DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/29/12	11/04/12	--111--		3			\$350.00	0.00					
E 22	WFMY	11/05/12	11/05/12	News 2 at 11 News 2 at 11	CM	11-1135p	M-----	:30	2	\$800.00	P-1	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	11/05/12	11/11/12	M-----		2			\$800.00	0.00					
E 23	WFMY	11/03/12	11/03/12	Good Morning Show Sat Good Morning Show Sa	CM	6-9a	-----S-	:30	1	\$70.00	P-4	0.00	NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/29/12	11/04/12	-----S-		1			\$70.00	0.00					
E 24	WFMY	11/03/12	11/03/12	PA (Sa) Sat 7-8p	CM	7-8p	-----S-	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/29/12	11/04/12	-----S-		1			\$150.00	0.00					
E 25	WFMY	11/03/12	11/03/12	News 2 at 11 News 2 at 11	CM	11-1135p	-----S-	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/29/12	11/04/12	-----S-		1			\$350.00	0.00					
E 26	WFMY	11/04/12	11/04/12	Good Morning Show Sun Good Morning Show Su	CM	6-9a	-----S	:30	2	\$70.00	P-4	0.00	NM	2	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/29/12	11/04/12	-----S		2			\$70.00	0.00					
E 27	WFMY	11/04/12	11/04/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----S	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/29/12	11/04/12	-----S		1			\$200.00	0.00					
E 28	WFMY	11/04/12	11/04/12	News 2 at 11 News 2 at 11	CM	11-1135p	-----S	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					

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E 28	WFMY	11/04/12	11/04/12	News 2 at 11 News 2 at 11	CM	11-1135p	-----S	:30	1	\$350.00	P-3	0.00 NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S		1			\$350.00		0.00			
E 29	WFMY	10/31/12	11/01/12	M-F CBS Soaps CBS Soaps	CM	1230-2p	--11---	:30	2	\$275.00	P-2	0.00 NM	2	\$550.00
		1X MAX/DAY												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--11---		2			\$275.00		0.00			
E 30	WFMY	11/05/12	11/06/12	M-F CBS Soaps CBS Soaps	CM	1230-2p	11-----	:30	2	\$275.00	P-1	0.00 NM	2	\$550.00
		1X MAX/DAY												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	11-----		2			\$275.00		0.00			
Totals												61	\$17,665.00	